TOWLE

The more
beautiful sterling.
Since 1690.

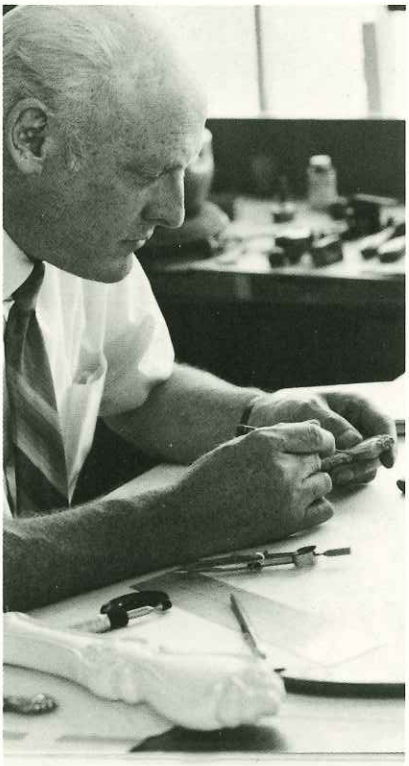
284 YEARS OF CRAFTSMANSHIP 1690-1974

One of the most important crafts in Colonial America was silversmithing. The Moultons of Newburyport, Massachusetts followed this craft for over 200 years. More members of this family followed the silversmith's profession than any other early American family. The six generations of Moultons followed by the Towle Silversmiths represent 284 years of silver craftsmanship without interruption on the banks of the Merrimac River in Newburyport.

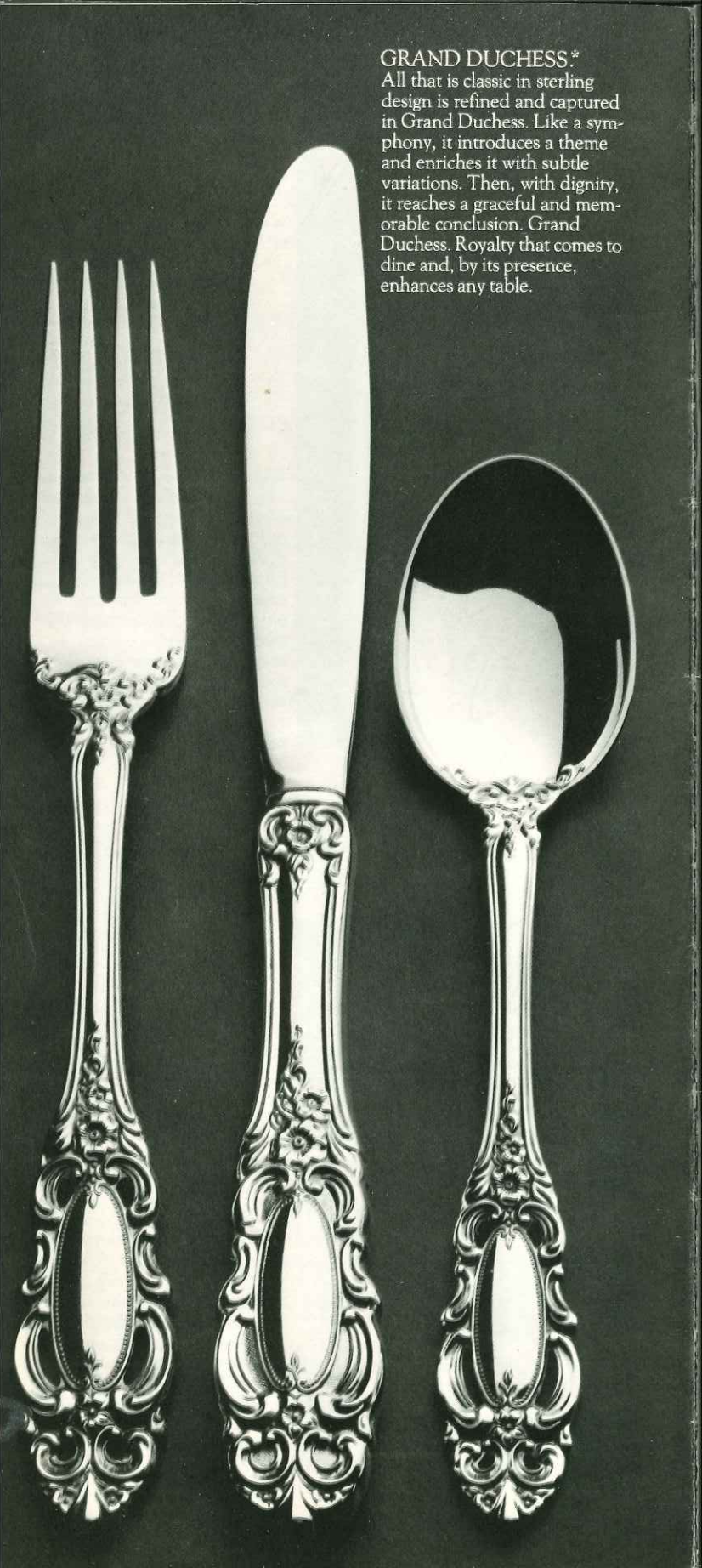
The Towle tradition of craftsmanship is still being carried on today. Many of Towle's present employees are second and third generations of the family to work at Towle. From this unique heritage comes the understanding and respect for sterling that distinguishes their work today.

As you look through this book, Towle's pride of craft is revealed in many subtle refinements of design that make Towle the more beautiful sterling.

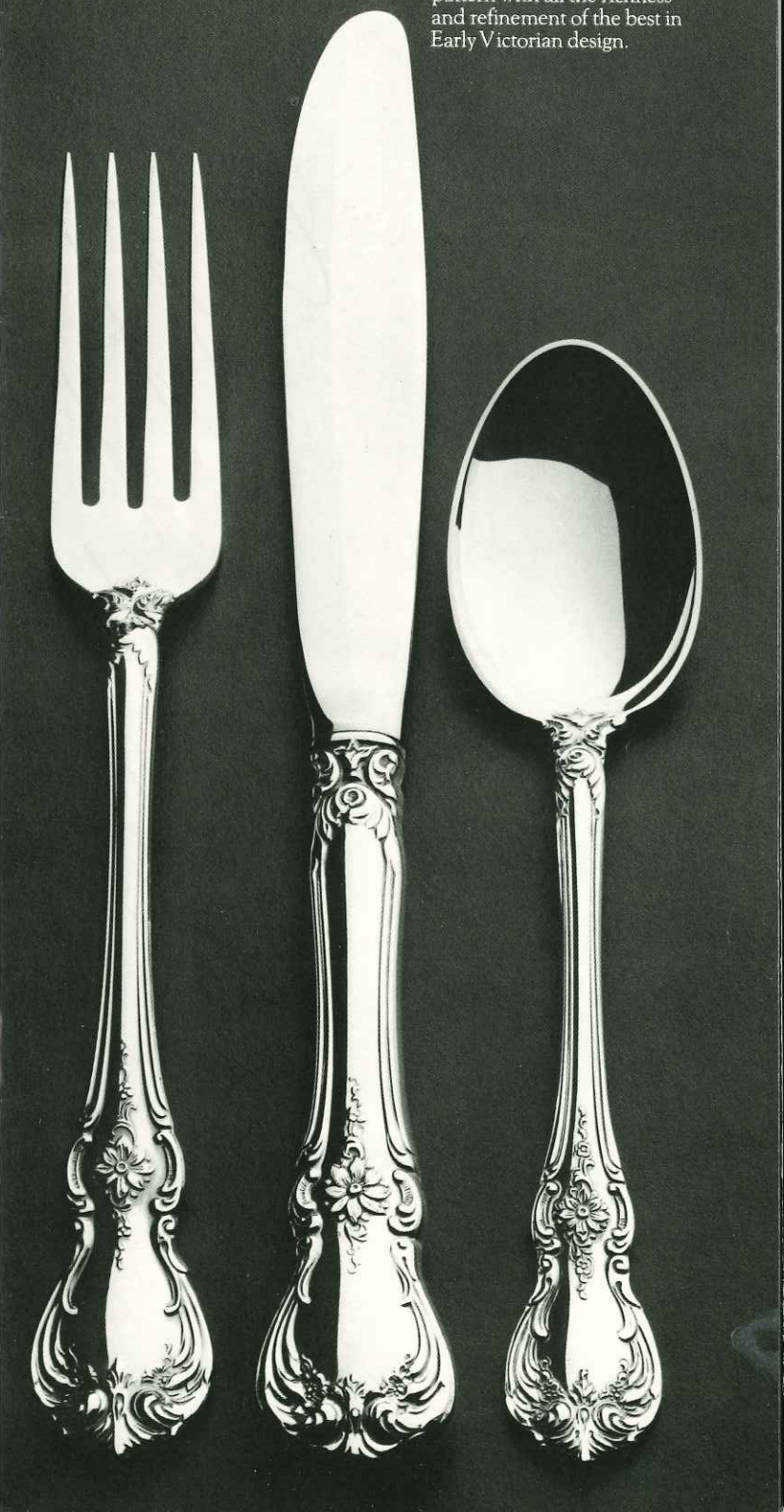
The secret of Towle is in the touch. The touch that only a craftsman who actually makes his own tools can add. The touch that only a craftsman who knows and loves his art can lend to the design of a new pattern, to the execution of an old one. The delicate touch that takes years to learn before it's applied to Towle sterling. The touch that comes with more than two hundred and eighty years experience. The touch that comes with pride.

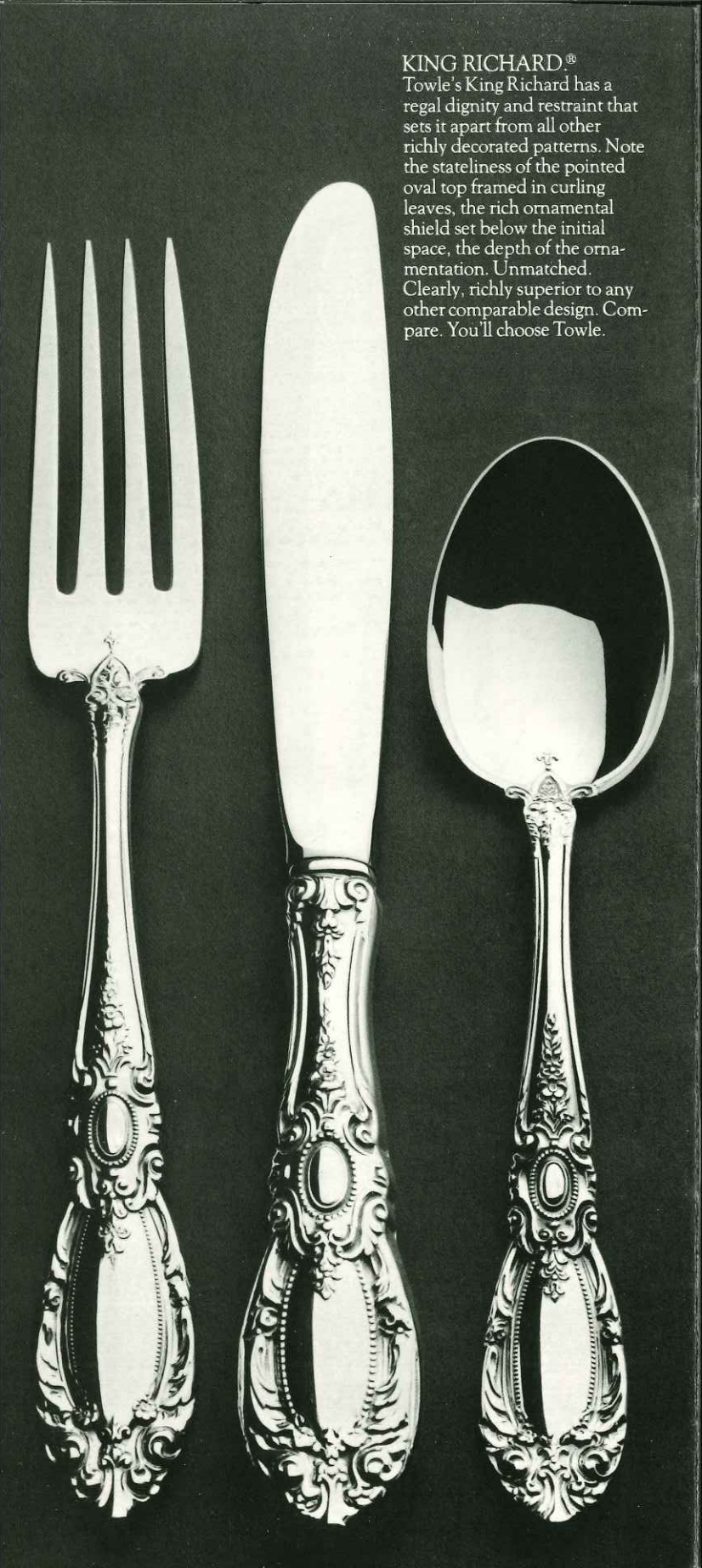


All Towle patterns are designed with you in mind. With your life-style, the way you live it. Because it's important that Towle be the more useful sterling as well as the more beautiful. The hand that crafts our sterling must also know the one that uses it. It is extremely demanding. It is extremely involved. But, we do it well. So well that Towle is the sterling that can make the simple things of life more beautiful.

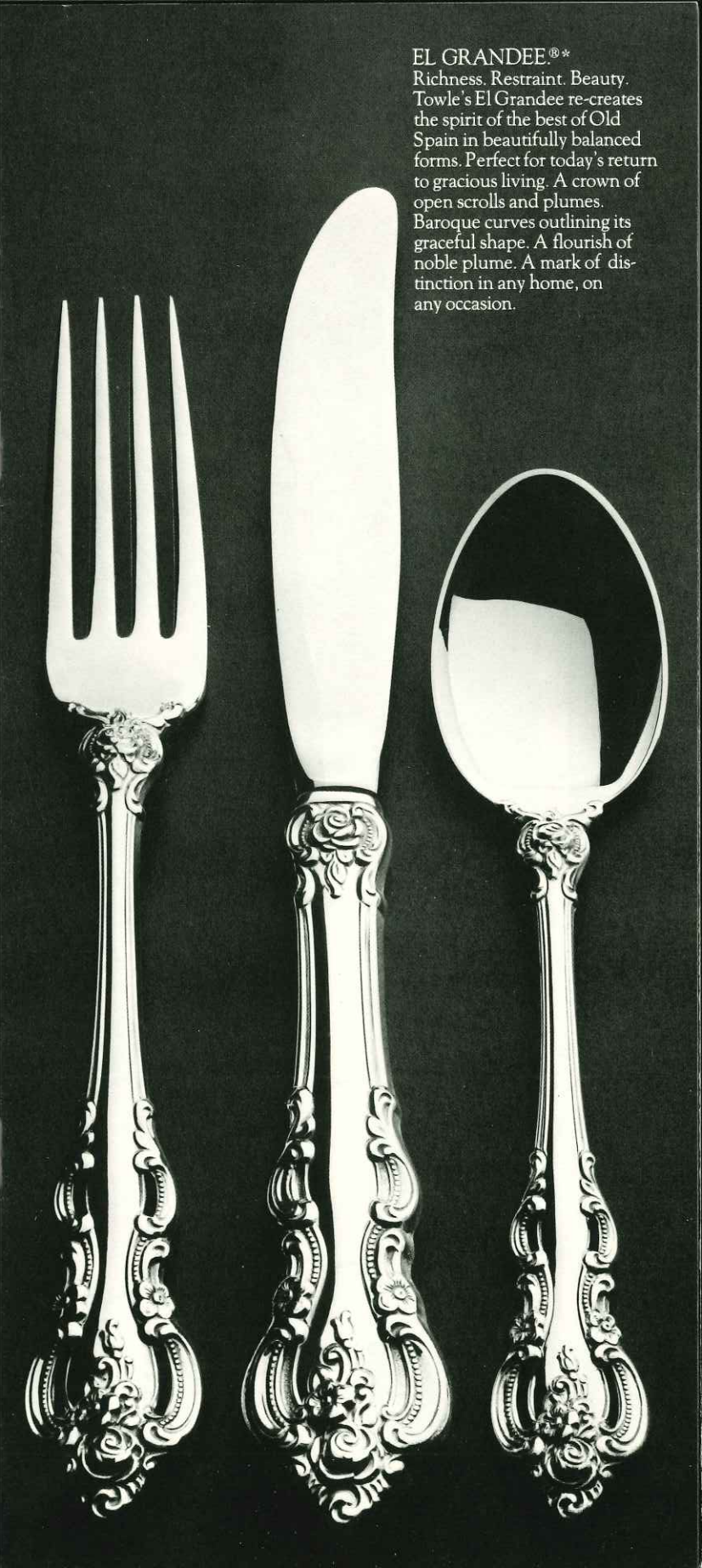

GRAND DUCHESS.*
All that is classic in sterling design is refined and captured in Grand Duchess. Like a symphony, it introduces a theme and enriches it with subtle variations. Then, with dignity, it reaches a graceful and memorable conclusion. Grand Duchess. Royalty that comes to dine and, by its presence, enhances any table.

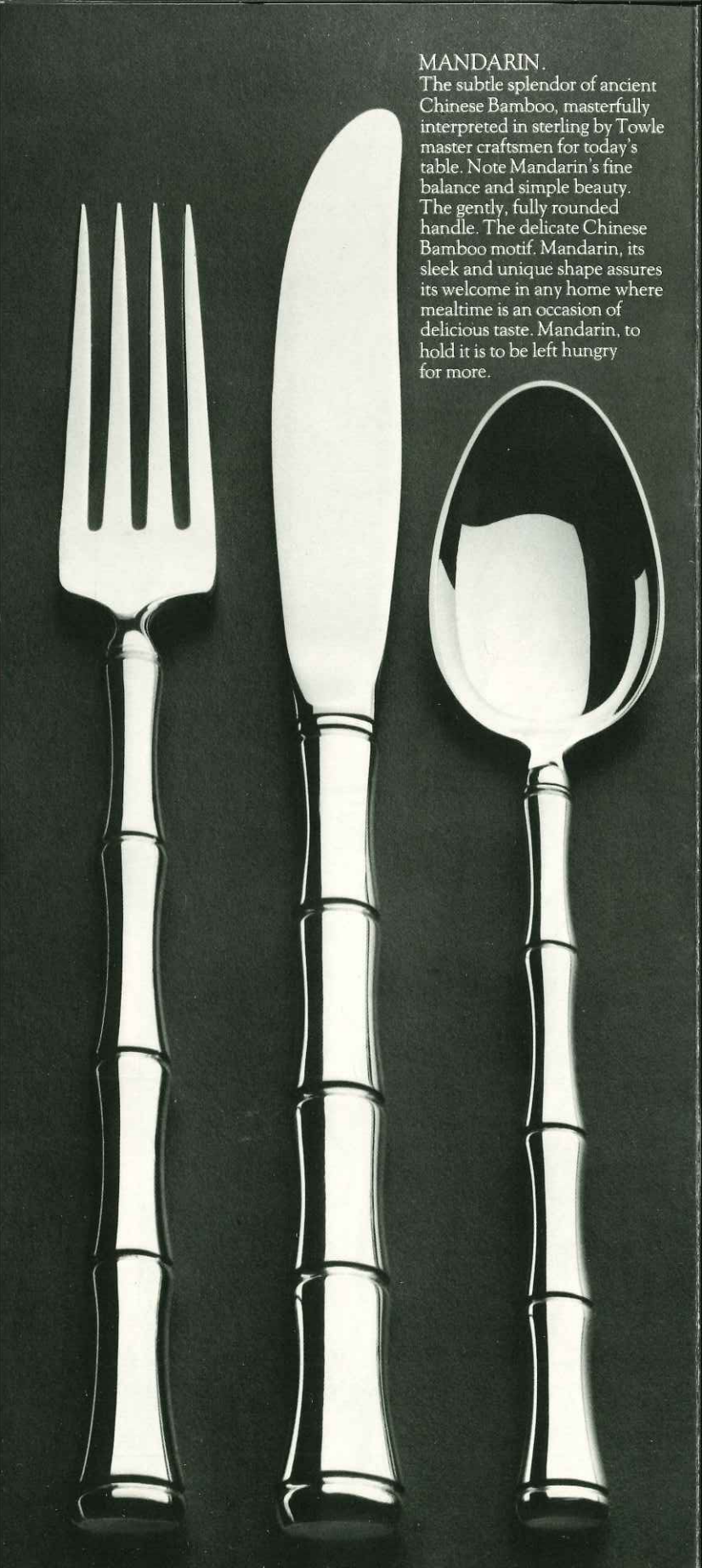
OLD MASTER.®
A blend of the finest in traditional design motifs. The graceful fiddle shape, the classic leafy top, the scrolls, the flutes, the exquisite rosette, all combined in this, the one sterling pattern with all the richness and refinement of the best in Early Victorian design.





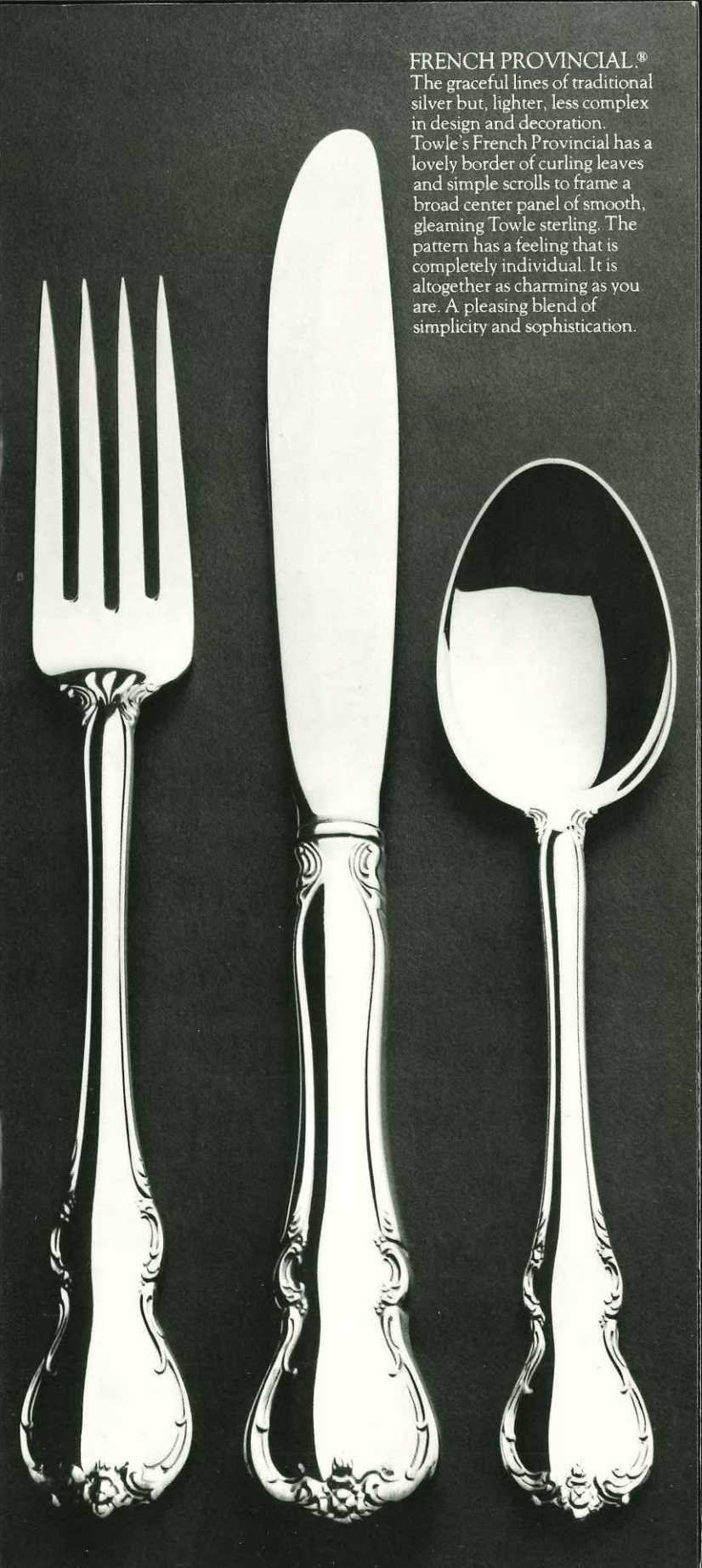
KING RICHARD.®
Towle's King Richard has a regal dignity and restraint that sets it apart from all other richly decorated patterns. Note the stateliness of the pointed oval top framed in curling leaves, the rich ornamental shield set below the initial space, the depth of the ornamentation. Unmatched. Clearly, richly superior to any other comparable design. Compare. You'll choose Towle.


EL GRANDEE.®*
Richness. Restraint. Beauty. Towle's El Grandee re-creates the spirit of the best of Old Spain in beautifully balanced forms. Perfect for today's return to gracious living. A crown of open scrolls and plumes. Baroque curves outlining its graceful shape. A flourish of noble plume. A mark of distinction in any home, on any occasion.


MANDARIN.
The subtle splendor of ancient Chinese Bamboo, masterfully interpreted in sterling by Towle master craftsmen for today's table. Note Mandarin's fine balance and simple beauty. The gently, fully rounded handle. The delicate Chinese Bamboo motif. Mandarin, its sleek and unique shape assures its welcome in any home where mealtime is an occasion of delicious taste. Mandarin, to hold it is to be left hungry for more.

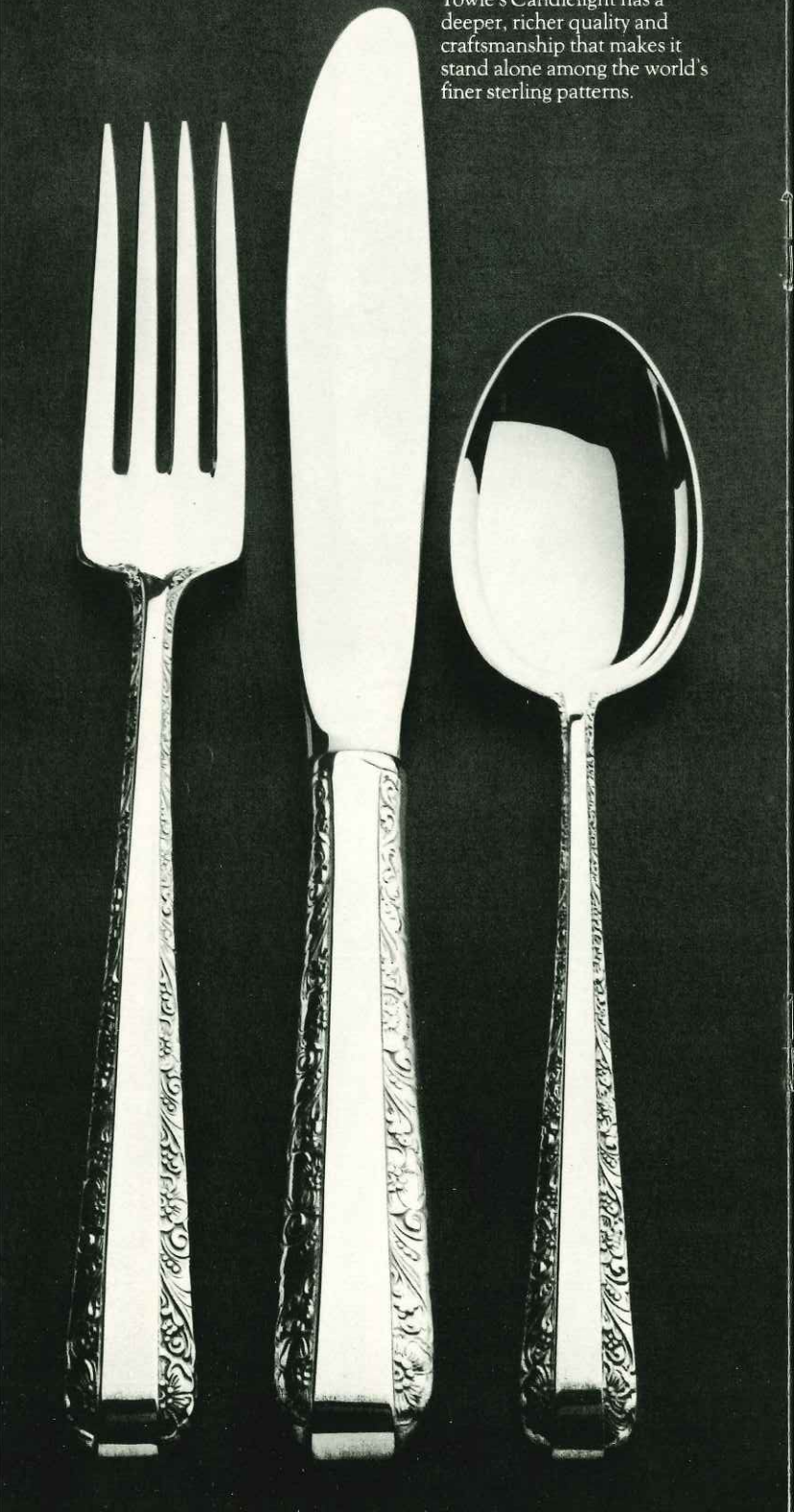
FRENCH PROVINCIAL.®

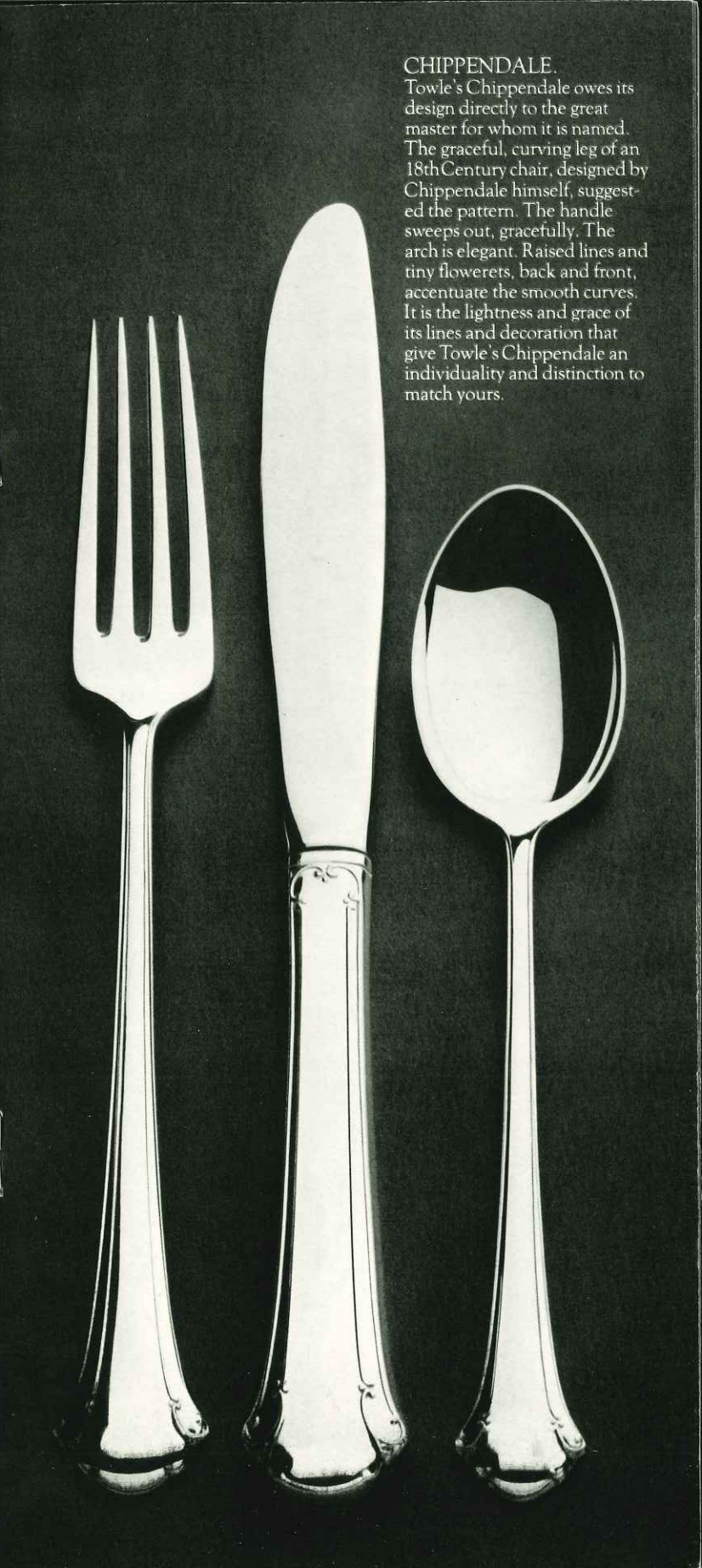
The graceful lines of traditional silver but, lighter, less complex in design and decoration. Towle's French Provincial has a lovely border of curling leaves and simple scrolls to frame a broad center panel of smooth, gleaming Towle sterling. The pattern has a feeling that is completely individual. It is altogether as charming as you are. A pleasing blend of simplicity and sophistication.

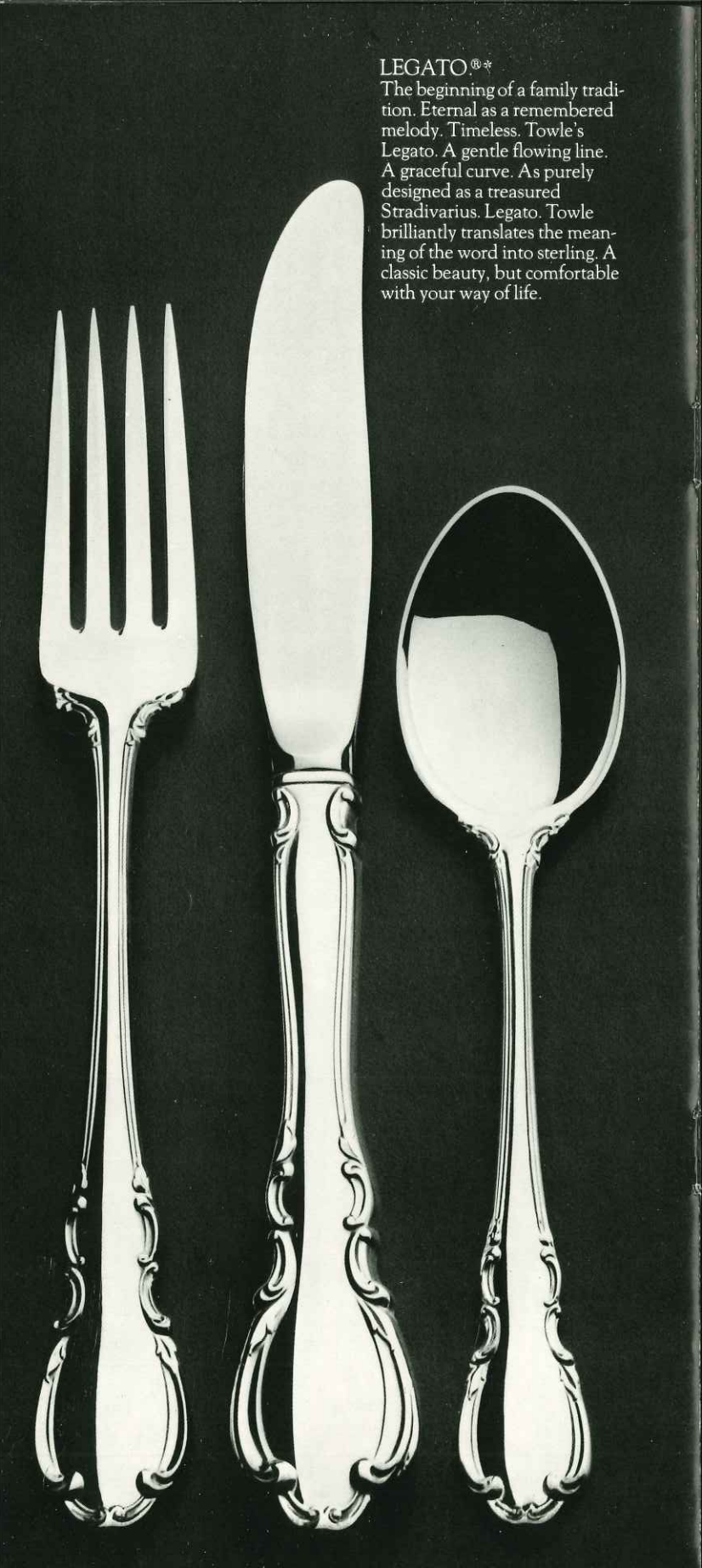


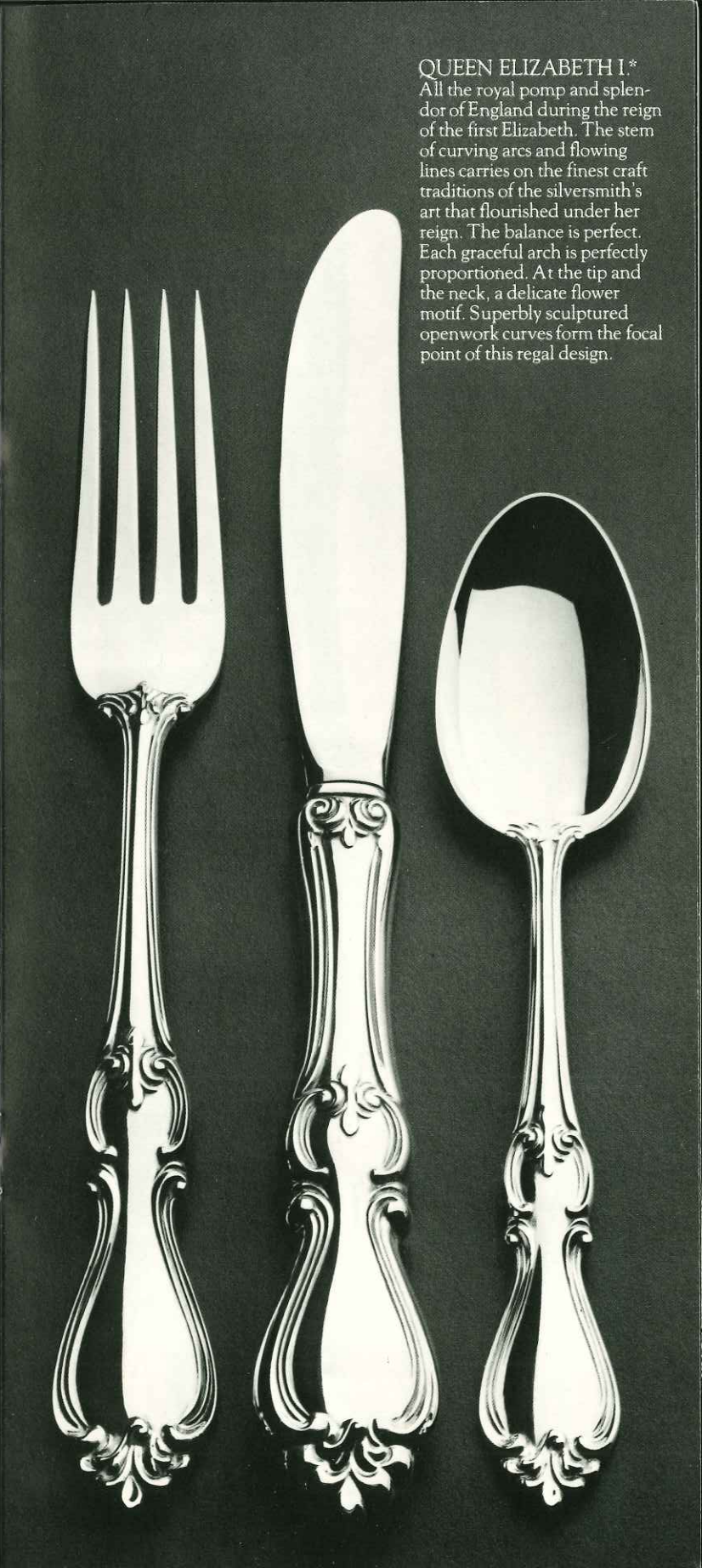
CANDLELIGHT®

The design, the feel, the texture of fine Renaissance embroidery divided by a raised ribbon of silver elegantly laid over the rich, decorative background and running the full length of the handle. Unusual. Very. Towle's Candlelight has a deeper, richer quality and craftsmanship that makes it stand alone among the world's finer sterling patterns.



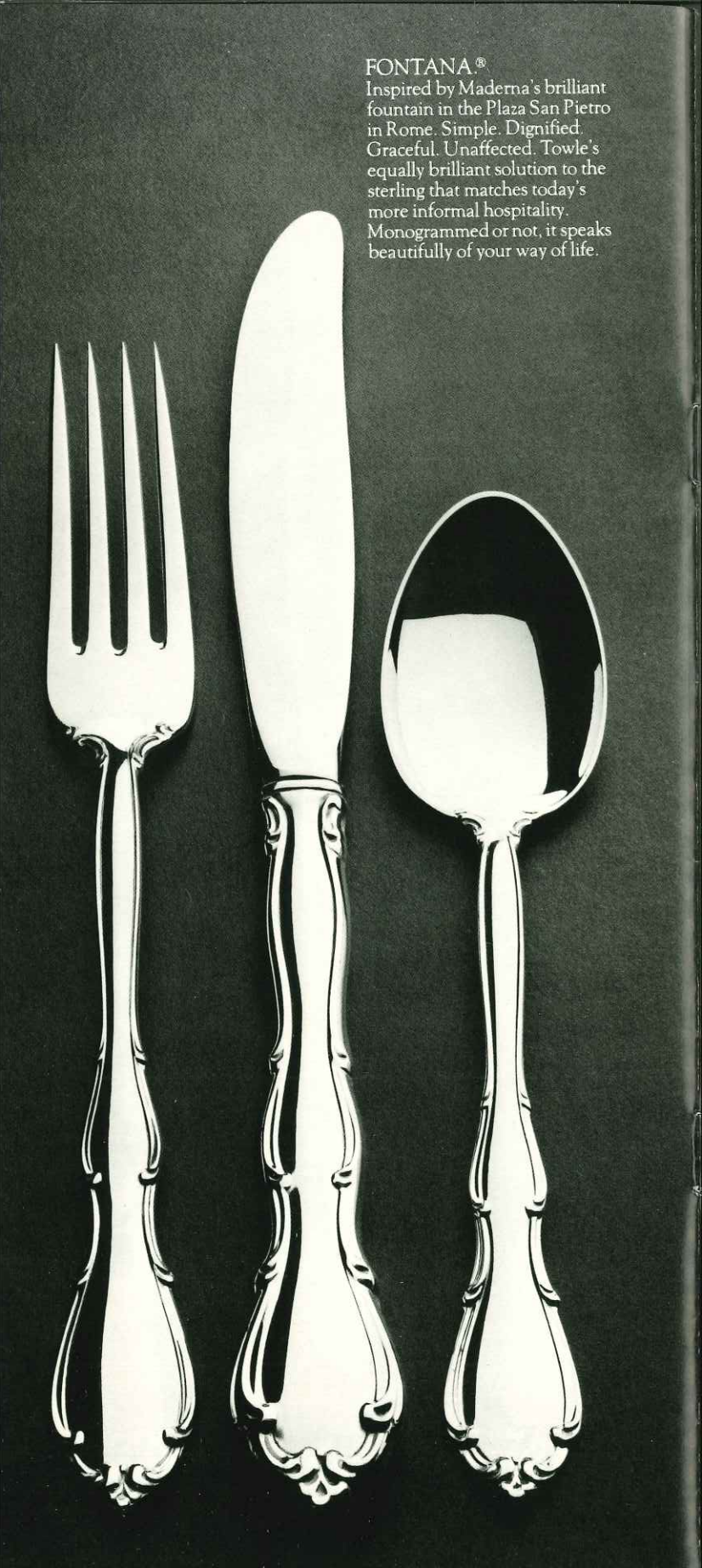

CHIPPENDALE.
Towle's Chippendale owes its design directly to the great master for whom it is named. The graceful, curving leg of an 18th Century chair, designed by Chippendale himself, suggested the pattern. The handle sweeps out, gracefully. The arch is elegant. Raised lines and tiny flowerets, back and front, accentuate the smooth curves. It is the lightness and grace of its lines and decoration that give Towle's Chippendale an individuality and distinction to match yours.

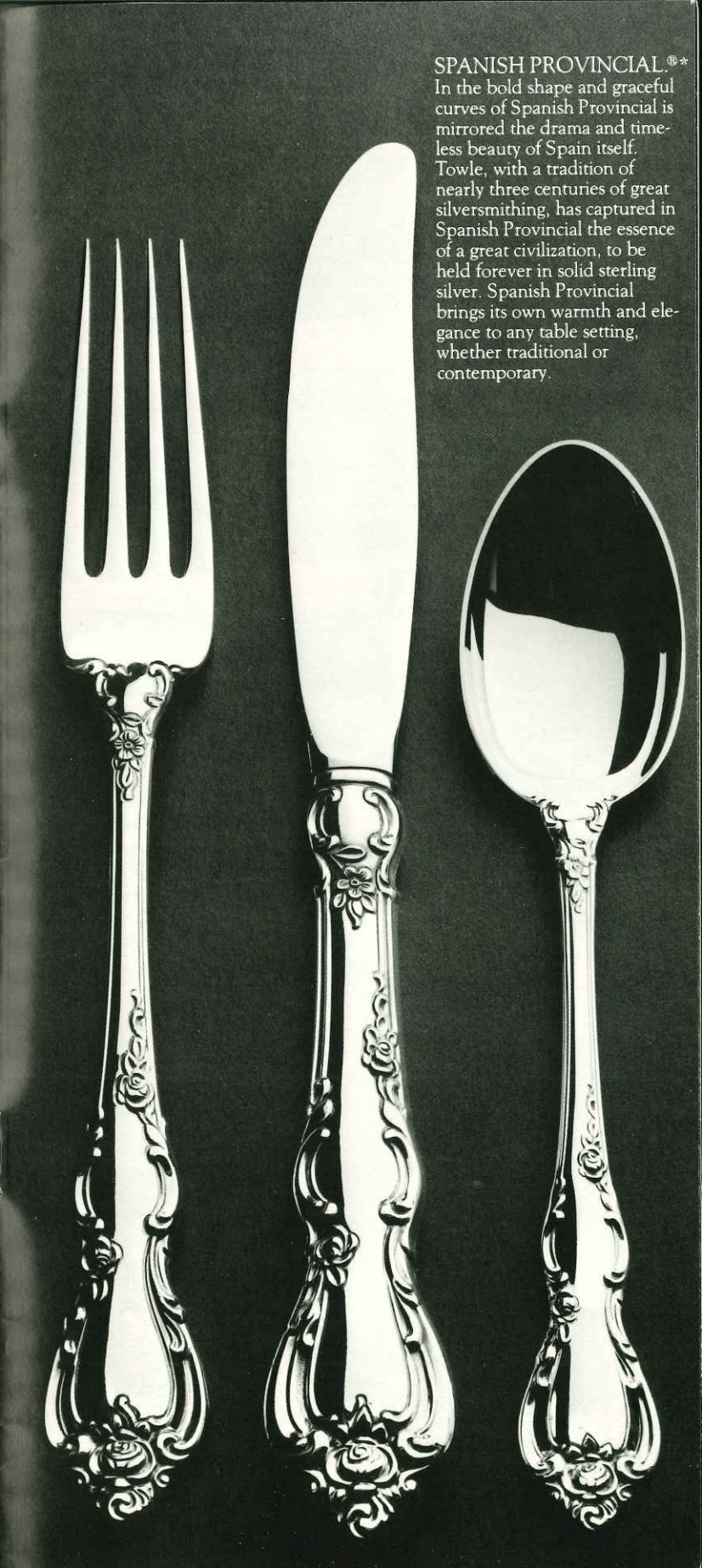

LEGATO.®*
The beginning of a family tradition. Eternal as a remembered melody. Timeless. Towle's Legato. A gentle flowing line. A graceful curve. As purely designed as a treasured Stradivarius. Legato. Towle brilliantly translates the meaning of the word into sterling. A classic beauty, but comfortable with your way of life.



QUEEN ELIZABETH I.*
All the royal pomp and splendor of England during the reign of the first Elizabeth. The stem of curving arcs and flowing lines carries on the finest craft traditions of the silversmith's art that flourished under her reign. The balance is perfect. Each graceful arch is perfectly proportioned. At the tip and the neck, a delicate flower motif. Superbly sculptured openwork curves form the focal point of this regal design.

FONTANA.®
Inspired by Maderna's brilliant fountain in the Plaza San Pietro in Rome. Simple. Dignified. Graceful. Unaffected. Towle's equally brilliant solution to the sterling that matches today's more informal hospitality. Monogrammed or not, it speaks beautifully of your way of life.





SPANISH PROVINCIAL.®*
In the bold shape and graceful curves of Spanish Provincial is mirrored the drama and timeless beauty of Spain itself. Towle, with a tradition of nearly three centuries of great silversmithing, has captured in Spanish Provincial the essence of a great civilization, to be held forever in solid sterling silver. Spanish Provincial brings its own warmth and elegance to any table setting, whether traditional or contemporary.

OLD LACE.®

The design was inspired by an early 19th Century doily of snowy linen, edged with lace. Towle has brilliantly translated the simplicity of the linen into a broad pattern of smooth silver and the lace into a narrow edging of lacy decoration. It has been so perfectly done that women who see the pattern immediately say it reminds them of old lace. So Old Lace it is. And lovely.

CRAFTSMAN.®

Craftsman is different from other silver patterns in that it has the distinctive beauty and feeling of handwrought sterling. It is a blend of classic and contemporary design combining the feel of early American hand silversmithing with the graceful simplicity of today's way of life.

LAUREATE.®*

Since ancient times the crown of laurel has been a symbol of honor and excellence. Similarly Towle has stood for generations as a measure of excellence of craftsmanship in sterling silver. What more beautiful expression of the finest traditions of both could you hope to find. Laureate, dignity, elegance, tradition.

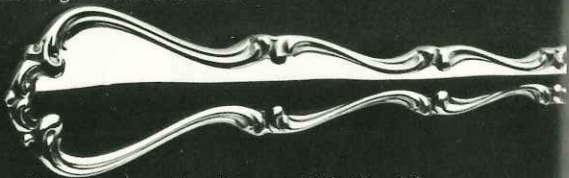
DANISH BAROQUE.®*

The brilliance of the best of Scandinavia. Regal, yet not icy. Towle's Danish Baroque offers a rare thing in this day and age. A product made with the care and warmth and the dedication of fine craftsmanship.

CHARLEMAGNE.®*

The French spirit of subtlety and grace expressed in exquisite design. Unique. Recapturing brilliantly the melding of delicacy and ornateness. Splendid. Destined to grace a table with nobility seldom matched, a beauty that will endure for generations to come.

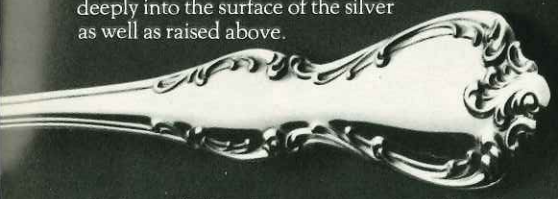
COUNTRY MANOR.®*



Inspired by a more comfortable way of life. Regal, but simple. Spacious, yet warm. Romantic, with a strength. Country Manor is as at home on your table as it would have been in the manorial splendor of three hundred years ago. Ageless.

RAMBLER ROSE.®

Towle's Rambler Rose. A rose vine so natural you'll be amazed that it has been captured in silver. Each piece done a little differently. Lifelike. Exquisitely fresh and natural. The beginning of a family tradition that will grow for generations. Ageless. Each rose, each leaf is distinctive. Carved deeply into the surface of the silver as well as raised above.

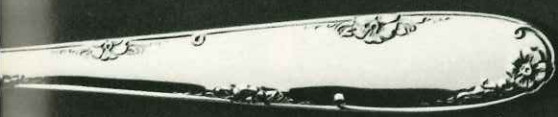


DEBUSSY.®*

This beautiful Towle pattern captures in luxuriously heavy sterling all the glory of France's magnificent history, its timeless beauty. Curved as a violin, then richly enhanced with sculptured waves and plumes. Perfection.

SILVER FLUTES.®

Simple. Graceful. Based on the design of the elegant iron fences of Early America's finest homes. A bold bar of silver, solid, substantial, flanked by two fluted ribbons. It is the effect of sparkling light moving up and down the silver fluting that gives Towle's Silver Flutes an unusual beauty, a distinction, a timelessness. What a treasured possession.



MADEIRA.®

Embroidery in silver, as only Towle can do it. Based on the beautiful applique work of the gentle nuns of Madeira. A fresh, floral pattern quite different from other non-symmetrical patterns on the market. Exquisite ornamentation in low relief, like needlework, that sets off, but never overshadows the beauty of the smooth silver.

CONTESSINA.®*

Timeless as a renaissance garden. Inspired by the Age of Michaelangelo and by the beautiful young Countess who befriended him. As enduring as the Medici Gardens. Romantic. Alive. Delicate. A classic in impeccable good taste. Contessina adds grace and charm to any table. Traditional. Contemporary. Unforgettable.

SCULPTURED ROSE.®*

A full blooming rose with each petal finished with exquisite care. Flowing lines that sweep gracefully from tip to gently tapered handle. Contemporary design, dramatically interpreting the beauty of the past as only Towle can. Taste. Tradition. Craftsmanship. In Sculptured Rose you can see for yourself why Towle, the more beautiful sterling, so graces America's more beautiful homes.

TOWLE SERVING PIECES

TABLESPOON – serves salads, vegetables, berries, fruits or desserts.

TABLESPOON, PIERCED – for fruits and vegetables served in their juices.

GRAVY LADLE – serves sauces, gravies or dressings from either boat-shaped dishes or round bowls.

COLD MEAT FORK – serves cold meats, chops and food served on toast, or a variety of platter salads.

FLAT SERVER – can be used for tomatoes, cucumbers, eggs, asparagus on toast or for platter salads.

BUTTER SERVING KNIFE – for use on the butter plate in informal dining and on the cheese tray; for serving certain jams.

SUGAR SPOON – for the sugar bowl and small bowls of mayonnaise or sauce.

CREAM OR SAUCE LADLE – ladles gravy, stews, liquid dishes and dressings, along with cream sauces.

JELLY SERVER – serves cream cheese, preserves, jam, relishes, jellies, and marmalades.

LEMON FORK – serves lemon slices.

NUT SPOON – for nuts, candies, and some canapes.

OLIVE OR PICKLE FORK – in addition to serving olives and pickles, it doubles as a lemon fork and butter pick.

CHEESE SERVING KNIFE – serves brick cheese, and cheese or similar spreads, and can be used for molded jellies.

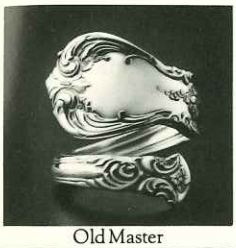
PIE OR CAKE SERVER – essential for cutting and serving pies and cakes, and for aspics and frozen desserts.

*Pattern copyright by Towle
© Towle, 1974

TOWLE SPOON RINGS AND FORK BRACELETS.

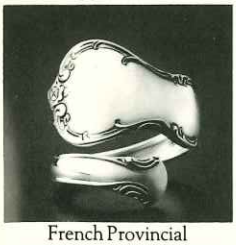
Now you can wear your very own Towle pattern on your finger or your wrist.
Beautifully.
With delicate, delightful Towle spoon rings and fork bracelets.
Made from the same fine sterling and with the same fine craftsmanship as the Towle pattern you choose to live with happily ever after.

TOWLE SPOON RINGS.


Old Master

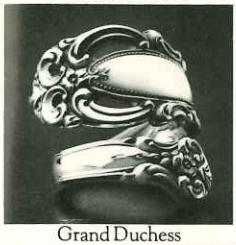
King Richard

El Grandee

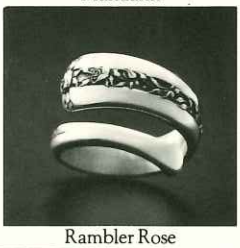

French Provincial

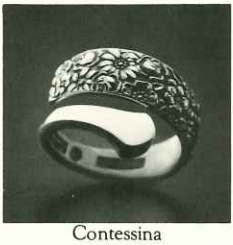
Candlelight

Mandarin


Grand Duchess

Old Lace


Rambler Rose


Contessina

Old Colonial

TOWLE FORK BRACELETS.

NAME.....

ADDRESS.....

CITY.....

STATE.....ZIP.....

CHG. ACCT. NO. .....

☐ Check or M.O. ☐ C.O.D. (Min. 3.00)

Please add tax where applicable. Customer pays shipping and handling beyond our delivery area. Also 50 cents service charge for C.O.D. purchases except those sent by parcel post. Add 50¢ charge for delivery orders under $5.00 Dept. 23.

Telephone Orders — Call 783-7600
Toll Free 800-424-8550

WOODWARD & LOTHROP

Silver . . . All Stores Except Eastover

Rec'd. 3-27-76

Towle Silversmiths
Newburyport, Massachusetts

Place Postage Here

TOWLE STERLING FLATWARE PRICE LIST

PATTERN GROUPINGS:

Group 1
Chippendale, Fontana, Madeira, Old Lace, Rambler Rose, Sculptured Rose, Silver Flutes, Spanish Provincial

Group 2
Candlelight, Contessina, Country Manor, Craftsman, French Provincial, Legato, Old Master

Group 3
Carpenter Hall, Charlemagne, Danish Baroque, Debussy, El Grandee, Grand Duchess, King Richard, Laureate, Mandarin, Queen Elizabeth I

	GROUPS		
	1	2	3
BASIC SETS (with Place Knife & Fork)			
16-Pc. Set for 4 (4 4-Pc. Set)	$440.00	$502.00	$564.00
30-Pc. Set for 6 (6 5-Pc. Set)	828.00	945.00	1,062.00
48-Pc. Set for 8 (8 6-Pc. Set)	1,264.00	1,448.00	1,632.00
72-Pc. Set for 12 (12 6-Pc. Set)	1,896.00	2,172.00	2,448.00
PLACE PIECES			
Teaspoon	20.00	23.50	27.00
Place Fork	32.00	36.00	40.00
Place Knife	30.00	34.00	38.00
Salad Fork (Dessert & Fish)	28.00	32.00	36.00
Place Spoont	28.00	32.00	36.00
Cream Soup Spoon (3)	28.00	32.00	36.00
Spreaders, Flat or Hollow Handlett	20.00	23.50	27.00
PLACE SETTINGS			
6-Pc. Place Size	158.00	181.00	204.00
5-Pc. Place Size	138.00	157.50	177.00
4-Pc. Place Size	110.00	125.50	141.00
3-Pc. Place Size	82.00	93.50	105.00
6-Pc. Place Size, Large (1)	173.00	197.50	222.00
5-Pc. Place Size, Large (1)	153.00	174.00	195.00
4-Pc. Place Size, Large (1)	125.00	142.00	159.00
3-Pc. Place Size, Large (1)	97.00	110.00	123.00
OTHER PLACE PIECES			
Seafood Cocktail Fork	20.00	23.50	27.00
Demitasse Spoon (9)	14.50	16.00	17.50
Fish Fork (6) (8)	40.00	45.00	50.00
Fish Knife (6) (8)	36.00	40.00	44.00
Fruit or Melon Spoon (7)	28.00	32.00	36.00
Ice Cream Fork (4)	29.50	32.00	34.50
Iced Beverage Spoon	25.00	29.00	33.00
Place Fork, Large (1)	41.00	46.50	52.00
Place Knife, Large (1)	36.00	40.00	44.00
Steak Knife, Individual (6) (8)	36.00	40.00	44.00
Teaspoon, Small (6) (7)	17.50	20.00	22.50
SERVINGS PIECES			
Bon Bon or Nut Spoon (6) (8)	24.00	28.00	32.00
Butter Serving Knife, H.H.	25.00	27.50	30.00
Cake Breaker (6) (8)	45.00	52.50	60.00
Cheese Serving Knife (8)	25.00	27.50	30.00
Cold Meat or Buffet Fork	58.50	64.00	69.50
Cream or Sauce Ladle (6) (8)	29.50	32.00	36.00
Gravy Ladle	58.50	64.00	69.50
Jelly Server (6) (8)	29.50	32.00	36.00
Lemon Fork (6) (8)	18.00	20.00	22.00
Letter Opener (6)	25.00	27.50	30.00
Olive or Pickle Fork (6) (8)	20.00	22.50	25.00
Pie or Cake Serving Knife	30.00	35.00	40.00
Salad Bowl Servers, Plastic	53.50	60.00	66.50
Salad Scissors (5)	—	45.00	—
Sugar Spoon	29.50	32.00	36.00
Sugar Tongs (4) (6)	36.50	40.00	43.50
Tablespoon	53.50	60.00	66.50
Tablespoon, Pierced	53.50	60.00	66.50
Flat Server (8)	67.00	73.50	80.00
CARVING SETS			
Roast Carving Set, Kn. & Fk. (7)	165.00	180.00	195.00
Roast Carving Steel (2)	—	—	85.00
Steak Set, Knife & Fork (8)	85.00	100.00	115.00
Slicer (6) (7)	73.50	80.00	86.50
CHILDREN'S SILVER			
Baby Fork (6) (8)	16.00	18.50	21.00
Baby Spoon (6) (8)	16.00	18.50	21.00
Child's Fork (6) (7)	20.00	23.50	27.00
Child's Knife (6) (7)	20.00	23.50	27.00
Child's Spoon (Tspn., Sm.) (6) (7)	17.50	20.00	22.50
Infant Feeding Spoon (6)	20.00	22.50	25.00

SPOON RINGS $12.50 ea.
FORK BRACELETS $30.00 ea.

Footnotes on Reverse Side